OCT 13 1988

PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: D. Smith DATE: October 12, 1988

FROM: A. Goldfarb

SUBJECT: Alpine: Teaser Program Product Requirements

As part of the Alpine launch, we will be running a "Teaser Ad" during the first week in January. This ad will offer smokers a free pack via an 800 number or BRC.

Estimated consumer response to the program is 500,000. Provided below is an estimate of production quantities required, by packing, to meet program demand.

Packings	Packs Required
Full Flavor Kings	100,000
Lights Kings	110,000
Full Flavor 100's	130,000
Lights 100's	130,000
Full Flavor Box	15,000
Lights Box	15,000
Total	500,000

NEED MAHERS

Should you have any questions, please call.

/lt

cc: D. Bruno
M. Van der Ploeg
M. Walchek
L. Wexler
J. Whitman

CC: L. LATIF
S. CLINE
H. HULING

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Source: https://www.industrydocuments.ucsf.edu/docs/ssbk0004